

Memorandum

TO: CITY COUNCIL

FROM: Mayor Chuck Reed

**SUBJECT: DRAFT 2012 COMMUNITY
BUDGET SURVEY**

DATE: January 4, 2012

Approved

Chuck Reed

Date

1/4/12

INFORMATION

Attached for your review is a draft of the 2012 Community Budget Survey, which will be conducted by Fairbank, Maslin, Maullin, Metz and Associates from January 12-January 18. This year's survey will explore residents' funding priorities and their support or opposition to various revenue measures. Please contact Armando Gomez from my office with any comments by Friday, January 6 at 5 p.m.

2012 CITY OF SAN JOSÉ COMMUNITY BUDGET SURVEY

320-502

DRAFT 4

A/B SPLITS

Time Began _____

Time Ended _____

Minutes _____

Hello, I'm _____ from F-M-3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of San José. **(IF RESPONDENT REPLIES IN SPANISH OR VIETNAMESE, OR DESIRES TO SPEAK ONE OF THESE LANGUAGES, FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS THE APPROPRIATE LANGUAGE.)** We are definitely not trying to sell anything, and we are only interested in your opinions.

(FOR LISTED SAMPLE, READ THE FOLLOWING INTRO:)

May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

(FOR BOTH RDD SAMPLES, READ THE FOLLOWING INTRO:)

May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?"

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? **(IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)**

Yes, cell and can talk safely ----- **(ASK Q2) ----- 1**

Yes, cell not cannot talk safely ----- **TERMINATE**

No, not on cell, but own one ----- **(ASK Q2) ----- 2**

No, not on cell and do not own one ----- **(SKIP Q2) ----- 3**

(DON'T READ) DK/NA/REFUSED ----- TERMINATE

(ASK ONLY IF CODES 1 OR 2 "OWN A CELL PHONE" IN Q1)

2. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally or do you mostly use your home landline phone to make and receive calls?

All cell phone ----- 1

Mostly cell phone ----- 2

Cell and landline equally ----- 3

Mostly landline ----- 4

(RESUME ASKING ALL RESPONDENTS IN BOTH RDD SAMPLES)

3. I will not need to know your exact address, but in order to help me verify that you live within the boundaries of our interviewing area, could you please tell me what the ZIP code is for your current residence? **(TERMINATE ALL WHOSE ZIP CODE IS NOT ON THE LIST OF SAN JOSÉZIPS)**

(RECORD ZIP CODE) _____

4. Do you live in the City of San José (**ho-ZAY**) or in some other city?

San José-----1

All other responses-----**TERMINATE**

(DON'T KNOW/NA) -----**TERMINATE**

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

NOW I WOULD LIKE TO ASK YOU ABOUT SOME DIFFERENT MEASURES THAT MAY APPEAR ON AN UPCOMING CITY OF SAN JOSÉ (ho-ZAY**) BALLOT IN A FUTURE ELECTION. PLEASE LISTEN CAREFULLY TO THE DESCRIPTION OF EACH ONE, AND THEN TELL ME HOW YOU THINK YOU MIGHT VOTE.**

5. **(T*)** The first potential measure is entitled **The City of San José (**ho-ZAY**) Vital City Services Measure**, and reads as follows:

“To provide temporary funding to preserve essential City services such as: maintaining neighborhood police patrols; keeping 9-1-1 emergency response times low; keeping fire stations open; encouraging economic development and job creation; and maintaining streets, parks and library hours; shall the City enact a **(SPLIT SAMPLE A: one-half percent sales tax)** **(SPLIT SAMPLE B: one-quarter percent sales tax)**, limited to 15 years, dedicated to City services and protected from State raids, subject to existing financial audits?”

If there were an election today, do you think you would vote “yes” in favor of this measure or “no” to oppose it? **(IF YES/NO, ASK: “Is that definitely or just probably?”)** **(IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: “Do you lean toward voting yes or no?”)**

Definitely yes -----1

Probably yes -----2

Undecided, lean yes -----3

Undecided, lean no -----4

Probably no -----5

Definitely no -----6

(DON'T READ) DK/NA -----7

(RESUME ASKING ALL RESPONDENTS)

6. Next, the second potential measure is entitled **The City of San José (ho-ZAY) Library Services Protection Measure**, and reads as follows:

(SPLIT SAMPLE A ONLY - CONTINUATION)

"To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children's reading programs; shall the City of San Jose continue until 2024 an existing annual parcel tax of 28 dollars and 28 cents for single-family residences and proportional for other properties, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?"

(SPLIT SAMPLE B ONLY - CONTINUATION & REDUCTION)

"To support local libraries, including buying needed books and materials; preventing severe reductions in hours; and preventing deep cuts in children's reading programs; shall the City of San Jose continue until 2024 – and reduce from 28 dollars and 28 cents to 26 dollars and 87 cents for single-family residences and proportional for other properties – an existing annual parcel tax, adjusted for inflation capped at 3 percent annually and subject to existing financial audits?"

(RESUME ASKING ALL RESPONDENTS)

If there were an election today, do you think you would vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK: "Is that definitely or just probably?") (IF UNDECIDED, DON'T KNOW, NO ANSWER, ASK: "Do you lean toward voting yes or no?")**

Definitely yes -----1
Probably yes -----2
Undecided, lean yes -----3
Undecided, lean no -----4
Probably no -----5
Definitely no -----6
(DON'T READ) DK/NA -----7

(RESUME ASKING ALL RESPONDENTS)

7. Now I would like to ask you about four other measures that may appear on a future City of San José (ho-ZAY) ballot. After I read each one, please tell me whether you would vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** "Is that definitely (YES/NO) or just probably?" **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no? **(RANDOMIZE)**

- | | <u>DEF</u>
<u>YES</u> | <u>PROB</u>
<u>YES</u> | <u>LEAN</u>
<u>YES</u> | <u>LEAN</u>
<u>NO</u> | <u>PROB</u>
<u>NO</u> | <u>DEF</u>
<u>NO</u> | <u>(DK/</u>
<u>NA)</u> |
|--|--------------------------|---------------------------|---------------------------|--------------------------|--------------------------|-------------------------|---------------------------|
| []a. A measure to help maintain street paving, pothole repair and traffic safety on residential streets and major roads <u>through a parcel tax limited to five years and contingent on the property type and size, but not to exceed 97 dollars per year for residential parcels.</u> ----- | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| []b. A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by <u>reallocating revenue from the City's hotel tax that currently supports convention and arts and cultural programs.</u> ----- | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| []c. A measure to protect and maintain essential City services like police patrols, 9-1-1 emergency response, fire protection, libraries, and streets and parks maintenance by <u>adjusting the business tax to keep up with past and future inflation.</u> ----- | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| []d. A measure to increase funding for park operations and maintenance by <u>re-allocating construction and conveyance tax funding that currently supports construction projects</u> ----- | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

MY NEXT QUESTIONS DEAL WITH SAN JOSÉ'S(ho-ZAYZ) CITY GOVERNMENT BUDGET.

8. (T) Next, I am going to ask you to imagine you are in charge of San José's (ho-ZAYZ) city budget. The City of San José (ho-ZAY) has five major priority goals and I would like you to tell me how you would prioritize City spending to achieve these goals. For this exercise, assume you have 100 dollars to spend on all five. After I read you all of the goals, please tell me how many dollars out of 100 you would spend on each goal, keeping in mind that the total must add up to 100 dollars. **(READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)**

<u>PRIORITY GOAL</u>	<u>DOLLAR AMOUNT</u>
[] A safe City-----	-----
[] A prosperous economy -----	-----
[] An attractive vibrant community -----	-----
[] A green sustainable City -----	-----
[] A reliable well-maintained infrastructure -----	-----
TOTAL -----	\$100

NOW LET ME GIVE YOU SOME MORE INFORMATION ABOUT THIS YEAR'S CITY BUDGET. OVER THE PAST TEN YEARS, IN ORDER TO BALANCE THE BUDGET, THE CITY HAS IMPLEMENTED OVER 680 MILLION DOLLARS IN CUTS – ELIMINATING OR REDUCING A VARIETY OF CITY SERVICES, AND CUTTING MORE THAN TWO THOUSAND POSITIONS. HOWEVER, THE CITY STILL FACES A ROUGHLY 25 MILLION DOLLAR BUDGET SHORTFALL IN NEXT YEAR'S BUDGET.

9. (T) The City currently provides many services to its residents, but will not generate enough revenue to continue providing services at current levels in the future. Please tell me which one of the following three strategies the City of San José (ho-ZAY) should place the highest priority on to address its budget shortfall: **IF FIRST CHOICE MADE, FOLLOW UP BY ASKING:** And which should be the City's second highest priority? **(RANDOMIZE)**

	<u>FIRST PRIORITY</u>	<u>SECOND PRIORITY</u>
[]a. Reducing City's employees' compensation and retirement benefits-----	1 -----	1 -----
[]b. Reducing existing City services-----	2 -----	2 -----
[]c. Raising additional revenue, including taxes or fees -----	3 -----	3 -----
(DON'T READ) All-----	4 -----	4 -----
(DON'T READ) None -----	5 -----	5 -----
(DON'T READ) Don't Know -----	6 -----	6 -----

10. (T) Next, even if the City and its employees agree upon substantial reductions to employees' compensation and retirement benefits, San José (**ho-ZAY**) will still face a large budget shortfall. With that in mind, in making decisions about the budget, should the City of San José (**ho-ZAY**) place a higher priority on: (**RANDOMIZE**)

[] Reducing existing City services to reduce the need to raise additional revenue, including taxes or fees-----1

OR

[] Raising additional revenue, including taxes or fees, to reduce the need to cut existing City services-----2

(**DON'T READ**)

(**BOTH**) -----3

(**NEITHER**) -----4

(**DON'T KNOW/NA**) -----5

11. Next, I'm going ask you a list of several other suggested strategies to address the City's budget deficit. After I read each one, please tell me whether you support or oppose the City implementing that particular strategy. (**IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?**) (**RANDOMIZE**)

	<u>STR</u> <u>SUPP</u>	<u>SW</u> <u>SUPP</u>	<u>SW</u> <u>OPP</u>	<u>STR</u> <u>OPP</u>	<u>(DK/NA)</u>
[]a. Consolidating City boards and commissions-----	1	2	3	4	5
[]b. Selling one of the three City-owned golf course -----	1	2	3	4	5
[]c. Selling surplus City property -----	1	2	3	4	5
[]d. Suspending the one percent capital improvement project budget set aside for public art until the City eliminates the backlog of unfinished infrastructure projects-----	1	2	3	4	5

12. (T) Next, another strategy the City of San José (**ho-ZAY**) could pursue to reduce expenses is contracting out some City services to private companies, and eliminating the positions of City workers who currently provide those services. Does this sound like something you would support or oppose? (**IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?**)

Strongly support-----1
Somewhat support-----2
Somewhat oppose -----3
Strongly oppose -----4
(**DON'T READ**) DK/NA -----5

13. In order to cut costs and move toward a balanced city budget, many city services will have to be reduced. One proposal suggests that since public safety is central to the quality of life for all San Jose residents, police and fire services should be cut at a lower rate than other city services. Does this sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/ OPPOSE or just somewhat?)**

Strongly support-----1
Somewhat support-----2
Somewhat oppose -----3
Strongly oppose -----4
(DON'T READ) DK/NA -----5

(ASK QXX IF "SUPPORT" IN QXX)

14. And in order to avoid reductions in police and fire services, would you support larger cuts in libraries, road maintenance, parks, and other City services? **(IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/ OPPOSE or just somewhat?)**

Strongly support-----1
Somewhat support-----2
Somewhat oppose -----3
Strongly oppose -----4
(DON'T READ) DK/NA -----5

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS DEAL WITH THE FIRST POTENTIAL BALLOT MEASURES I MENTIONED EARLIER, WHICH WOULD HELP PRESERVE ESSENTIAL CITY SERVICES SUCH AS: MAINTAINING POLICE PATROLS; KEEPING FIRE STATIONS OPEN, ENCOURAGING ECONOMIC DEVELOPMENT; AND MAINTAINING STREETS, PARKS AND LIBRARY HOURS BY ENACTING A

(SPLIT SAMPLE A: ONE-HALF PERCENT SALES TAX).

(SPLIT SAMPLE B: ONE-QUARTER PERCENT SALES TAX).

15. (T) First, I am going to read you a statement from people who support this measure.

Supporters of this measure say San José(ho-ZAY) has already done all the cost cutting it can to address the City's budget deficit – including eliminating more than two thousand jobs and reducing employee compensation by ten percent. But it is not enough to balance the budget. This tax measure – some of which would be paid by out-of-town people visiting the City – would help prevent deeper cuts in vital services like public safety, libraries, and street repair, and would subject all spending to audits and full public review.

Now that you have heard more about it, do you think you would vote “yes” in favor of this measure or “no” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:) “Do you lean toward voting yes or no?”)

Definitely yes -----1
 Probably yes -----2
 Undecided, lean yes -----3
 Undecided, lean no -----4
 Probably no -----5
 Definitely no -----6
 (DON'T READ) DK/NA -----7

16. (T) Next, I am going to read you a statement from people who oppose this measure.

Opponents of this measure say that the City should balance the budget by further cutting wasteful spending eliminating unnecessary contracts and reducing city bureaucracy instead of taxing hard-working San José(ho-ZAY) residents during the worst economy in a generation. We cannot allow the City to raise taxes further, with unemployment rates as high as they are and no guarantee that city politicians and bureaucrats won't just continue wasting and mismanaging the funds.

Now that you have heard more about it, let me ask you one last time, do you think you would vote “yes” in favor of this measure or “no” to oppose it? (IF YES/NO, ASK: “Is that definitely or just probably?”) (IF UNDECIDED, DON'T KNOW, NO ANSWER, NEED MORE INFORMATION ASK:) “Do you lean toward voting yes or no?”)

Definitely yes -----1
 Probably yes -----2
 Undecided, lean yes -----3
 Undecided, lean no -----4
 Probably no -----5
 Definitely no -----6
 (DON'T READ) DK/NA -----7

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

17. (T) Do you live in a single-residence detached home, or do you live in a multi-family apartment, mobile home park, or condo building?

Single family detached house ----- 1
Multi-family apt/condo-----2
Mobile home park-----3
(DON'T READ) Don't know/Refused----4

18. (T) Do you own or rent the house or apartment where you live?

Own ----- 1
Rent -----2
(DON'T READ) Don't know/Refused----3

19. (T) Are there any children under the age of 18 living in your household?

Yes----- 1
No -----2
(DK/NA) -----3

20. (T) What was the last level of school you completed?

Grades 1-8----- 1
Grades 9-11 -----2
High School Graduate (12)-----3
Some College -----4
Business/Vocational School -----5
College Graduate (4) -----6
Post-Graduate Work/Professional
School -----7
(DON'T READ) DK/Refused-----8

21. (T) Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

Hispanic/Latino----- 1
African-American-----2
Asian/Pacific Islander -----3
Caucasian/White -----4
Native American/Indian-----5
Some other group or identification-----6
(DON'T READ) Refused -----7

22. (T) In what year were you born?

1994-1988 (18-24) -----1
1987-1983 (25-29) -----2
1982-1978 (30-34) -----3
1977-1973 (35-39) -----4
1972-1968 (40-44) -----5
1967-1963 (45-49) -----6
1962-1958 (50-54) -----7
1957-1953 (55-59) -----8
1952-1948 (60-64) -----9
1947-1938 (65-74) -----10
1937 or earlier (75 & over) -----11
(DON'T READ) DK/Refused -----12

23. (T) I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2011?

\$30,000 and under -----1
\$30,001 - \$60,000 -----2
\$60,001 - \$75,000 -----3
\$75,001 - \$100,000 -----4
\$100,001 - \$150,000 -----5
More than \$150,000 -----6
(DON'T READ) Refused -----7

(ASK QXX - QXX OF BOTH RDD SAMPLES ONLY)

24. Are you a registered voter in the City of San José (ho-ZAY)?

Yes----- (CONTINUE TO QXX AND QXX) --1
No----- (SKIP TO QXX) --2
(DON'T READ) Refused ----- (SKIP TO QXX) --3

(IF "YES" IN QXX ASK:)

25. Are you registered as a Democrat, as a Republican, as a member of another political party, or as declining to state a party affiliation?

Democrat -----1
Republican -----2
Other/Declining to State -----3
(DON'T READ) Refused -----4

(ASK ALL RESPONDENTS WHO ARE "YES" IN QXX, AND ASK ALL VOTERS ON THE LISTED SAMPLE)

26. Which of the following best describes how often you vote in local elections: (READ LIST)

I never miss an election ----- 1

I vote in almost all elections-----2

I vote in most major elections, but occasionally miss one -----3

I only vote in some elections, or-----4

I rarely vote -----5

(DON'T READ) Refused-----6

(RESUME ASKING ALL RESPONDENTS IN ALL SAMPLES)

27. Here is my final question. Could you tell me the cross streets of the main intersection near where you live? (WRITE IN STREET NAMES)

Street _____

with
Street _____

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation:

Male ----- 1

Female ----- 2

Language by observation:

English ----- 1

Spanish ----- 2

Vietnamese ----- 3

Sample:

Standard RDD ----- 1

Cell Phone RDD ----- 2

Voter List ----- 3

Phone # _____

Date _____

ZIP _____

City _____

County _____

Interviewer _____

Cluster # _____

Verified by _____

Page # _____

(RECORD BELOW FOR VOTER LIST SAMPLE ONLY)

Party: From file

Democrat ----- 1
Republican ----- 2
Decline-to-state ----- 3
Other party ----- 4

Name _____

Page # _____

Address _____

Voter ID # _____

City _____

Precinct _____

Zip _____

Interviewer _____

FLAGS

R03 ----- 1
P04 ----- 2
G04 ----- 3
N05 ----- 4
P06 ----- 5
G06 ----- 6
F08 ----- 7
P08 ----- 8
G08 ----- 9
M09 ----- 10
P10 ----- 11
G10 ----- 12
BLANK ----- 13

CITY COUNCIL DISTRICT

1 ----- 1
2 ----- 2
3 ----- 3
4 ----- 4
5 ----- 5
6 ----- 6
7 ----- 7
8 ----- 8
9 ----- 9
10 ----- 10

VOTE BY MAIL

1 ----- 1
2 ----- 2
3+ ----- 3
BLANK ----- 4

PERMANENT ABSENTEE

Yes ----- 1
No ----- 2